

DAILY GAZETTE

J. H. KOOLER, Editor.

HOW TO "BOOM."

The people of this age are clamorous to know of other countries than the land in which they live. Regulated by the law of supply and demand there are volumes and volumes of travels, containing descriptions of reaches of country, bits of landscape and pictures of valleys, hills and mountains. Not alone is the reading public content with such galleries in black and white, but they must have matter of fact data, estimated or tabular statements of the yield of the product of the soil, fruits, increase of stock and the general characteristics of the people who inhabit them, and the business habits and methods of those who traffic in them. This is an intensely business age and men of business attach the greatest importance to such magazine articles or volumes of travels as present, besides an artist aspect of a country, a consideration of that section in a commercial sense, showing the advantages for traffic. The avenues of trade are continually being broadened and lengthened; there are hundreds who remove their operations from the scene of conservative transactions and speculations to other regions where there are risks to be run but where the outcome from investment and trade may be great. By such a class, articles of this kind are eagerly read as are those that have to do with places of resort for invalids, and sanitariums—wherein are rays of hope that the condition of the infirm and afflicted may be performed by the venturesome, who court the excitement of new lands and contact with strange people, else by explorers to whom there is a glamor in new experiences and researches. This is when the country is new and unexplored, and then on the impulse of the moment and a realization that a new El Dorado has been discovered, capital and enterprise courses through new channels and trading is begun. But after the novelty has worn off, this trade is controlled by the few heavy operators who are attracted to the field when the first discovery of the country, in a commercial sense is made. A few small traders act as feeders to the larger firms, but there is no general business activity. Years may elapse before this is brought about, one by one, the number of houses, transacting business increase till trade centres are established.

This has been the history of New Mexico, with this modification, that since the advent of the A. T. & S. F. R. R. emigration has been diverted to the Territory. But still millions of acres of arable land remain untilled and vast tracts of rich grazing lands are only dotted here and there by roving flocks and herds, a small proportion of the number of head of stock that the Territory is capable of supporting. The fault is partly due to the people, who are actuated by a selfish motive in that while they are prosperous they do not enlighten the people of the neighborhoods in which they formerly lived. But mainly it is the fault of the press. The majority of articles having to do with the resources and grand possibilities of the Territory that appear in the journals of New Mexico are the work of foreign journalists who make a vacation tour through our Territory. We should originate more, we should all fill our papers with articles descriptive of the country. It is not enough that day after day and from week to week, the Territorial papers one and all repeat the formula "we are booming," "no such activity was ever seen before"—as the record of the growth of a section or town. This is all very well as a conclusion to be arrived at, a Q. E. D.—"which was to be proved." We must do something for ourselves, till from our clamor, our continued, concerted action and recital of the advantages of the country and opportunities for trade, we excite the interest of the people, or draw within our borders travelers, political economists and specialists who examine into our resources and report on them to others.

But there is one way that we may be assisted, and that is by securing the attention of travelers of celebrity, who will in turn give the public the benefit of their observations. There are travelers who have in the past interested, edified and instructed the reading world to such a degree that their name appended to an article is a sufficient guarantee that it will be read with interest. It is fortunate for a Nation, State or Territory to be visited by a man of that stamp. New Mexico has not been favored very greatly in this way, but she is honored now. Mr. Paul B. Du Chaillu, the distinguished African traveler is now in Colfax county, and will spend the greater portion of a three months' vacation, before he is called back to his literary work in the preparation for the press of one of his seven books of travel that he has in hand, in New Mexico. We are honored by the visit of such a distinguished gentleman and traveler, and we are certain to reap a rich harvest from what he shall write concerning New Mexico. The seven volumes of travel that he has published are standard works, and the public will never tire of reading what he has to say. His last work, the "Land of the Midnight Sun" that will be published in America by Harper Bros. in October, giving an account of his travels and explorations in

Sweden, Norway, Finland and Lapland. It is more than a compliment that the work will be published simultaneously in seven countries and in six languages. The publishing business in this day of sharp competition and many books is cautiously prosecuted and publishers are careful about taking hold of a work, therefore it is an evidence of Mr. Du Chaillu's acknowledged rank as a traveler and his competence to make reliable research that he has found for his new work publishers of high standing in the United States, England, France, Germany, Denmark, Sweden and Norway. He is in New Mexico to examine our Territory critically, and the result of that examination will furnish material for a series of articles in *Harper's Magazine*, and let us hope, for a book on New Mexico.

No matter how gifted one may be in word painting, or enthused he may become by admiring a beautiful region of country, the half can never be told in print. What is needed to give the people of America and other countries any adequate idea of the beauty of New Mexico must be by the means of pictures, sketches, painting and photographic views. Accompanying Mr. Du Chaillu is Mr. Hasse Bergman a celebrated Swedish artist, who has resided in this country eleven years, in which time he has assumed a high rank. For the past few years he has been in Florida where he has led the life of an artist. He has just received in Cimarron his photographic apparatus, the finest ever sent west of the Mississippi river (except to California). He will fit up a traveling studio and visit the different points of interest with Mr. Du Chaillu and take many views. He is a skillful photographer and his artist eye will cause him to seize on the grandest and most artistic points of observation. There is no estimating the amount of good that he will be able to do this country by his photographic views, and he will also make not a few sketches, and paint several pictures after his travels are ended.

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